

COMMUNITY OUTREACH & ENGAGEMENT

April 10, 2025

Zoom Participants

Dan Sulpizio, WDB Vice Chair
Tom Bianco, GC Economic Development
Judeline Marcellus, NJDOL
Karen Rodriguez, NJDOL
Michelle Shirey, WDB Director
Alicia Battaglia, Commissioner Aide
Bridget DiGiambattista, WDB Staff

Janet Garraty, Co-Chair
Lois Forman, Jewish Family Federation
Jaime Ramanauskas, RCSJ
Jeff Sanders, St. John of God Comm. Services
Alisha Thompson, DWD
Shannon O'Brien, WDB Staff

Michelle opened the meeting at 2:05pm.

A motion to approve minutes from February 13, 2025 meeting was made by A. Thompson, seconded by S. O'Brien.

Status / Update

Upcoming Events

1. Golden Opportunities Job/Volunteer Fair - Shannon reported the Golden Opportunities Job / Volunteer Fair held this morning at the GC Library in Mullica Hill was well attended. This was this first time holding this event. We had 10 employers participate that were hiring for both full time and part time positions and we had 12 resource agencies. We had 283 seniors attend and had a lot of positive feedback from the participating vendors. We will look to hold another in the future.
2. Disability Employment Job Fair - Shannon reported the Disability Employment Job Fair is scheduled for Thursday, July 17, 9am-12pm at RCSJ.

Mega Job Fair – Shannon reported the Mega Job Fair was held March 7th and was successful. We had 372 attended that we were able to capture, 119 hand written check ins, 253 checked in on i-pads through Eventbrite, 739 registered for the job fair through Eventbrite. The workshops held prior to the event were well attended and Shannon suggested re-vamp the power point and hold additional sessions. We may have dedicated space day of the event for registration for the job seekers. All the QR codes had a tracking link into the Eventbrite. The highest tickets sold was through the Gloucester County website link. She also shared numbers from other social media links used for the job fair.

Marketing Materials – Shannon reported she created and had printed new marketing material (rack cards) for all the services we offer. She asked if anyone wishes to have any of the cards for their office, please let her know as we want to make sure this information reaches the individuals that need services. The stand banners are being updated and hope to have for our next event.

Newsletter Reports - Shannon reported we have been consistent with sending WDB newsletters through Constant Contact and have had tremendous amount of submissions from our WDB members to be shared. In March 2025 we sent to over 28,000 contacts, open rate was 48%, click rate was 1.2%. The top 3 links were to One Stop Career Center, flyer for mega job fair and mega job fair registration.

Shannon reported she looked at the heat map to determine where most are scrolling and clicking and she felt middle of the newsletter was the 'sweet spot' which is where One Stop info and job fair info was located. The April newsletter was sent to just over 27,000 customers, open rate was 46.7% and click rate was under by .9%. She will look to create better tag lines to get readers to click into sites we are sharing. The top 3 links were One Stop Career Center, flyer for Golden Opportunities fair, and the 3rd Legislative District Resource Event / Real ID appointment. If you have information to be shared in May newsletter, please submit by April 18.

Old Business / New Business

Michelle stated as we move forward this year, one of our goals was for each WDB committee give an executive summary with a mission statement along with goals/action items. Two committees have completed (Apprenticeship & Resource Analysis & Budget). The next committees to be working on this will be Community Outreach & Engagement and Community Needs Assessment.

Shannon reported fall events include Veterans Job Fair, Mega Job Fair and possibly another Senior Job Fair. Shannon reported

Final Comments

L. Forman reported the Jewish Family Federation is hosting a free workshop entitled The Seasoned Professional. It is geared toward professionals that are 50+ and are job seeking. The workshop will offer lots of resources, advice and strategies for finding the next position. The event is scheduled for May 14, 2025, 6:30pm - 8:30pm at Jonathan Sinay Building in Cherry Hill.

A motion for adjournment was made by J. Sanders, seconded by L Forman.

The next meeting will be held June 12, 2025.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff